

# THE SIERRA MADRE NEWS

VOL. V.

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, AUGUST 4, 1911

NO. 44.

## NEW ASSESSMENT ROLL COMPLETED

### READY FOR EQUALIZATION

Slight Increase in Valuation Over That of Last Year Is Shown by the New Assessment

City Assessor Philip C. Carter has completed the city's assessment roll for the current year. The total valuation shown is \$1,230,270. This amount is divided about as follows: land, \$777,000; improvements, \$394,000; personal, \$50,000.

The increase over the amount of the assessment roll for last year is somewhat less than had been expected. Last year's total was a little more than \$1,189,000, making the increase \$41,000.

The assessment roll now goes to the city trustees who will sit as a board of equalization. After that process the trustees will fix the tax rate for the coming year on the basis of the new assessment.

### NEED FOR BUILDING ORDINANCE

An ordinance requiring the issuance of building permits for construction work of any kind within the city limits would serve many good purposes. Violations of existing regulations governing such work would be more easily guarded against than now. And there are other regulations which ought to be imposed. Such an ordinance should provide for the inspection of water, gas and sewer plumbing and electric wiring, and other sanitary conditions. Not the least among the advantages would be the keeping of a complete building record, showing clearly the city's growth and improvement. Nearly every city and town has such an ordinance and is able to make a complete and ready showing of what is being done from month to month.

### ANOTHER RATE FIGHT

The arbitrary fixing of public utilities by legislative bodies received another setback recently when the trustees of the city of Watts decided that \$1.00 a month was enough for domestic water users to pay as a minimum charge. The company went into court and proved to the satisfaction of the tribunal that such a rate meant financial destruction. The city has now passed an ordinance putting the rate at \$1.25 which is acceptable to the company, with a charge of 15 cents per 1,000 gallons for excess water. It is easy enough to decide that rates ought to be lower than they are, but it is not always easy to make them stick. The practice of charging all the traffic will bear was followed by an epidemic of rate-regulation which would often mean confiscation. Some day a happy medium will be reached when rate making will be put upon a really "scientific basis" for keeps.

### NEW SANTA FE AGENT

S. F. Borden has been relieved as the station agent for the Santa Fe at Santa Anita. His place has been filled by Agent Anthony who comes from Rialto. Mr. Borden occupied the post about three years. He may accept a position in the general offices of the road in Los Angeles.

### LONG TELEPHONE WIRE

Laurel Steinberger and Forest Ranger John Grand came out from the West Fork of the San Gabriel Monday, having just completed the telephone line to Pine Flats. The line affords a measure of fire protection to a large district in the mountains back of Sierra Madre, by putting some of the remote points in direct communication with the outside world. Telephones are now installed at Hoegee's Camp on Winter's Creek, at Sturtevant's camp in the West Fork of the Big Santa Anita, at the ranger's cabin in the West Fork of the San Gabriel, and at Pine Flats.

The importance of telephone communication for giving warning of the out-break of fires and summoning aid can hardly be overestimated.

Grand came out partly for the purpose of filing information against a young sport from Los Angeles who could find nothing better in the mountains than the telephone wire for target practice. He shot the wire in two at a point about a mile below Grand's cabin in the West Fork. Steinberger overtook him Monday at Sturtevant's Camp as he was coming out, and held him there till he could summon Grand to deal with him. It is to be hoped he will get his just deserts. Grand also filed information against another man who had left an unprotected camp fire near the timber on Pine Flats. Such fools as these are usually responsible for disastrous forest fires like that now raging in the San Bernardino mountains.

### SAW AN OBJECT LESSON

Editor Herbert Crooks of the San Fernando Press spent a few hours in Sierra Madre last Saturday, it being his first visit to Sierra Madre. What he saw made him wish he had come earlier and resolve that it would not be the last visit. Just at present he is busy with a warm fight over the question of incorporating San Fernando as a city of the sixth class. He has an unusually pestilent bunch of knockers who oppose every progressive step of their community and would like to keep it about as archaic as the San Fernando mission. They will know they have been in a fight before Crooks gets through with them. After he had ridden about town in A. S. Mead's auto and learned of the improvements accomplished and under way which could not have been brought to pass without the incorporation of Sierra Madre he was more than ever firmly convinced of the necessity of doing likewise. Paved streets, well kept street lighting, public library, municipal nurse, sanitary regulations, and home rule on the liquor question are among the things which looked mighty good to him. People who think they confer a favor on a town by merely living in it and handing out a bunch of knocks periodically ought to sit down and count their blessings now and then and give thanks to the rest of the community for making them possible. One trouble with them is that they will not listen when a neighbor does a little patriotic boosting. It takes an outsider like Crooks to make them realize how much they have to be thankful for.

### MENACE OF FOREST FIRES

Untold damage has been done by forest fires which have been raging through the San Bernardino mountains the past week. Many miles of timber and brush covered land have been burned over. Isolated ranches have been devastated, some of the smaller mountain camp resorts have been destroyed and Squirrel Inn, Idylwild and others saved only by heroic measures.

The destruction of the vegetation covering the mountain slopes will serve to reduce water supplies by increasing evaporation. Fortunately there has been no danger of the fire spreading into the Gabriel mountains, which are isolated from the fire stricken range by wide passes. The fire has served as renewed warning of the absolute necessity for the greatest care in handling fire in the mountains. Only about once in a generation do we get a taste of what a fire in the mountains can really mean. But even that is too often. Nobody who lived in Sierra Madre at the time cares again to go through the trying experiences of ten or twelve years ago when a large part of the Sierra Madre range was burned over.

### DUNHAM NEW JUSTICE

Frank C. Dunham has been appointed justice of the peace for Pasadena township in which Sierra Madre is located. While the appointment was made by the Board of Supervisors, the selection was really made according to custom by Supervisor Manning of this district.

Justice Dunham succeeds Judge H. H. Klamroth, who had over three and a half years to serve at the time of his death.

The new justice is 27 years of age and has resided in Pasadena for four months. He graduated from the Iowa state university with the degree of A. B., and then took one year of law at the same institution. Later he came to Southern California and located in Los Angeles, finishing his law course at the University of Southern California, where he graduated in June, 1910, one year ago. He was admitted to the California bar about two years ago and in advance of completing his college law course.

Justice Dunham is a son-in-law of M. W. Atwood, of Pasadena, who was the prohibition candidate for congress from this district.

### CONGREGATIONAL SERVICES

Services will be held at the Congregational church every Sunday morning during the rest of the summer. On Sunday next the pastor, Rev. James M. Campbell D. D., will preach on the subject "A Graded Heaven." Mr. Charles Hall Perry will preside at the organ.

During the rest of the month the pulpit supply will be as follows: August 13, Rev. H. C. Waddell of Los Angeles, director of the Evangelical Prayer Union; August 20, Dean E. C. Norton, D. D., of Pomona college; August 27, Rev. Edward Campbell of Long Beach, formerly a resident of this place.

Sunday school services will be held as usual, beginning at 9:45 a. m. Christian endeavor services will be held each Sunday evening at 7 o'clock, this being the only evening service. The topic for next Sunday's service will be "Lessons from Great Lives," Job. This will be the monthly consecration meeting.

## NEW LAW ON FIRM NAMES

### REGISTRY IS NOW REQUIRED

Fictitious Firm Names Afford No Protection Unless Certified by Real Owners.

Little or no attention has been paid to an important law passed by the last legislature concerning the use of firm names. The Southwest Commercial Bulletin gives some valuable information for the benefit of concerns which come under its scope:

Few business men in Southern California seem to realize the importance of the amended state law governing the use of fictitious names and so far, at least in Los Angeles county, few certificates giving the names of individuals or partners operating under other names than their own have been filed with the county clerk.

Firms operating at the time of the enactment of the amended law, March 23, 1911, are required to file proper certificates on or before September 23 of this year. As yet there is ample time for the fulfilling of these provisions, but as one month is required for the publication of such certificates, action must not be delayed too long. With new firms, certificates must be filed within one month after the formation of the company.

In order that grocers and dealers in kindred lines of goods may secure the proper form for this certificate without difficulty, The Bulletin has secured forms approved by the county clerk of Los Angeles and which may be used anywhere in any county in Southern California. They are as follows:

### CERTIFICATE OF BUSINESS UNDER FICTITIOUS NAME

The undersigned hereby certifies that his true name is ..... that he resides at No. ..... street, city of ..... County of ..... State of California and that he is doing business at No. ..... street, in said city of ..... under the style of ..... Signed .....

In case of partners, the form would be slightly different and may be drafted as follows:

We the undersigned do hereby certify that we are conducting a general mercantile business at No. ..... street, city of ..... state of California under the firm name of ..... and that said firm is composed of the following persons:

..... whose address is ..... street ..... California and ..... whose address is ..... street ..... California (Give names and addresses of all members of the firm.)

Witness our hands this the ..... day of ..... A. D., 1911.

(Each member of firm sign here.) Whether the certificate is made

(Continued on Page 2)



**'Eclipse Old Sol'**  
WITH A  
**Western-Electric**

**HAWTHORN FAN**

**D**ON'T let hot weather interfere with your working efficiency and comfort. Turn on a "Western Electric" Hawthorn Fan Motor and you are kept cool. They effectively "Eclipse Old Sol."

Let us send you an estimate on equipping your office or establishment with Western Electric fans. We can supply you any type—desk and bracket, oscillating or ceiling, just as you prefer.

**Sierra Madre Electric Co.**  
E. S. MOLLENKOPF, Prop.

8 N. Baldwin Phone Green 22

**REYNOLDS & BERGIEN**

**UNDERTAKERS**

**Lady Attendant**      **Cremating**  
**Auto Ambulance**

Phone Blue 68 West Central Ave.

**HELLO! FROM IOWA?**

Our regular annual Summer Outing will be held all day, Saturday, August 12, at Long Beach, in the beautiful grounds known as Alamitos or Bixby Park. This park is a few blocks east of the pier, is only one block from the ocean, and is a cool, delightful, shady, grassy place for a picnic away from the dust and noise of the pier and gives you a chance to meet your own Iowa friends. Free coffee and lemonade will be served if you are wearing the official Iowa badge, but unless you buy our own badge, we cannot give these free. Do not buy badges others offer you.

Special cars will start from the rear of the P. E. depot, in Los Angeles, and run direct to the park. Go down Sixth street to rear of the depot to take specials. If no special is ready, you can go on regular Long Beach cars.

C. H. PARSONS, Secretary.

**WATER THE DOG—WATER THE CAT**

Be sure to place a dish of fresh water where your dog or cat can easily reach it. Dogs and cats often suffer for lack of fresh water.

Water the horse. Water the chickens. Have something to hold the water—not to tip over and spill it. Hens need water all day long in summer days. Water is cheap. But care is not cheap. It costs thought.

If your dog must be chained, fasten a wire from the corner of your house or barn to a tree or a post, or between two trees. This wire may be thirty feet long. Suspend from the wire a chain or leather strap by a ring which must be large enough to run easily on the wire. The other end of the chain must have a fastening which can attach it to the dog's collar, then he can run up and down the length of the wire and get some exercise, and also get into the shade when the sun is hot.

Dogs do not perspire through their skins as we do, but you may often see the water dripping from their tongues. They need to drink often. A dog should never be muzzled so that he cannot drink, or put out his tongue as he naturally would in hot weather.

Dogs are highly nervous, sensitive and excitable, and many have been seriously injured by the constant irritation and restraint of muzzles.

**NOTICE TO PATRONS**

A. S. Mead has arranged with E. Wynne Mead to take complete charge of the delivery and other business connected with the Examiner, Times and Herald. All communications and telephone calls connected therewith should be directed to him. Phone Green 18. The business is no longer conducted at Mr. Mead's real estate office.

**REGISTRY IS NOW REQUIRED**  
(Continued from Page 1)

out by an individual or by members of a co-partnership, the acknowledgement of a notary, in proper form must be attached. This form will be supplied by the notary.

As has been previously explained by The Bulletin, after the certificate has been properly made and acknowledged, it must be published once a week for four weeks in a newspaper printed in the county in which the business is located and an affidavit of publication secured from the publishers of this newspaper. This method of procedure is necessary in order that proof of publication may be shown. After due publication of the notice has been made and an affidavit secured, this affidavit and the original certificate must be filed with the county clerk of the county in which the place of business is located. Firms operating in Los Angeles county will file their certificates with a deputy clerk in Room 10, at the county courthouse.

For the filing of this certificate, a fee of \$1 is charged. Two notarial acknowledgements, one for the certificate and one for the affidavit of publication, will also be required, at a cost of 50 cents each, together with the cost of publication, which will vary with conditions. There need be no other expense, as the forms above may be followed without the aid of an attorney.

It must be remembered that the term "fictitious name" applies to any style under which business is done other than that of the owner or owners, except when the company is incorporated. This applies not only to such names as "Cut Rate Grocery," for example, but to such names as "Smith & Brown," or in any case where the name under which business is done does not include the name and initials of the owner or owners.



**TODAY AND 7 DAYS MORE  
OF  
BRENNER AND WOOD'S  
"WHAT'S LEFT" SALE**

**Y**OU don't have to fold a dollar bill to find it increases here.

This clean-up sale of high grade clothing increases the buying capacity of your every dollar a third or more.

Look at these prices, look at your clothes, look at our clothes — and buy:

\$35	BRENWOOD SUITS	\$23
\$30	"	\$20
\$27	"	\$18.50
\$25	"	\$17
\$22.50	"	\$15.50
\$20	"	\$14.50
\$18	"	\$13
\$15	"	\$11

Blues and Blacks excepted

The best things aren't waiting for you — wise buyers are taking them fast. Hurry!

**STRAW HATS HALF PRICE**

**BRENNER AND WOOD**  
Responsible for ALL Brenwood Wearables  
37 N. Raymond Ave. Pasadena

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City Hall Tuesday and Thursday afternoons. Res. phone Blue 56

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Accurate Modern Methods used in the examination of and the fitting of glasses to the eye.

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Storage for Furniture, Pianos, etc.

Automobile Garage  
Phone Black 8MONROVIA STEAM LAUNDRY  
Cleaning and Pressing  
All Work Guaranteed  
First Class

Phone 87 Monrovia for driver

The News Printery does good printing.

SIERRA MADRE CHAPTER, O. E. S., meets the first and third Mondays of each month in Woman's Club House Hall at 8 p.m. Visiting members welcome. Mrs. Frank Biederman, W. M. Mrs. Cabot Yerxa, Secretary.

SIERRA MADRE LODGE, No. 408, F. &amp; A. M.—Stated meeting first Tuesday in each month. All visiting Masons welcome. Club House Hall. M. H. Bridle, W. M. J. D. Mackerras, Secretary.

## Brief Items of Interest

Mrs. Frederick C. Blake is spending a few days in Riverside.

Mr. and Mrs. W. E. Deutsch are enjoying a few weeks at Redondo Beach.

Misses Evelyn and Marjorie Rice spent Tuesday visiting friends in Venice.

A. S. Mead and family have returned from an outing of a few days at Avalon.

Mrs. Frank Wright spent Tuesday a guest of Mrs. William Anderson of Ocean Park.

Mr. and Mrs. C. B. Green had E. Roy Shirey of Los Angeles as a guest on Sunday.

Mr. and Mrs. J. G. Slayton spent Sunday with Mr. and Mrs. C. H. Betts at Hermosa Beach.

Twycross has rented the Evans house on Adams street to Mr. and Mrs. B. Mathews of New York.

Miss Marguerite Anderson has given up her position in the postoffice, her place being taken by Miss Sparks.

Miss Raney Olds of Los Angeles has been a guest at the homes of her sisters, Mmes. Ingraham and Johnson, this week.

Mrs. S. C. Davis and Mrs. Mary Davis Goodfellow spent a few days this week at Balboa Beach as the guest of Mrs. R. R. Wherry.

Miss Elsie Caskey leaves today for San Francisco and Concord, where she will visit at the home of her brother, Rev. Henry Caskey.

Mrs. Gaylord, who has been visiting her aunt, Mrs. Charles Sebree, for several weeks, has left for Salt Lake City, where she will visit her son.

C. H. Betts came up from Hermosa Beach Monday to look after the progress of the town and incidentally attend to his first of the month duties at the Postoffice Grocery.

J. L. Turner sends word from the West Fork that campers are very numerous in that section of the mountains just now and conditions are favorable for thorough enjoyment.

Mrs. O. M. Cadwell and Mrs. Martha Rust left Tuesday for Eaton Rapids, Mich., from which place they will go on to New York and Englewood, New Jersey. They will return home about November first.

The I. I. C. met at the home of Mrs. J. C. Dickson Thursday afternoon. The quarterly election resulted in the choosing of the following officers: Mrs. Cora Costello, chairman; Mrs. Dickson, secretary; Mrs. M. W. Copps, critic. A picnic lunch was served on the porch.

The Misses Emily and Vega Brugman entertained a few friends at dinner Tuesday evening in honor of Mrs. Hazelton Blodgett of Bakersfield, who has been their guest. Others present were Miss Edith Steinberger, Messrs. Wilber Luxton of Pasadena, J. Henderson Childs and Walter Childs.

The final card party of the season, which was held at the club house last Friday evening, was well attended, about fifty guests being present. Coffee and sandwiches were served. Whist and five hundred were played. Prizes were won by Mrs. W. J. Lawless and H. Steinberger at 500, and by Mrs. C. W. Jones and Mr. Cabot Yerxa at whist.

Captain and Mrs. J. A. Osgood will leave soon for New York and Boston, expecting to be absent several weeks. Captain Osgood is a delegate from Stanton Post of Los Angeles to the national encampment of the Grand Army of the Republic. The Los Angeles delegation expects to land next year's encampment for Los Angeles.

Miss Itonia Beard has been spending the week at Balboa Beach.

Max Thurnburg came down from Newhall for a Sunday visit at home.

Miss Mary Deacon of Long Beach was the guest of Mrs. A. N. Adams last Friday.

Mrs. O. Topham has returned from a fortnight's visit with Miss Hall in San Diego.

D. Hollister and family of Los Angeles have rented the Twycross cottage on Esperanza.

Mrs. John Nightingale and Miss Pelletier have returned from a short visit at Santa Monica.

Miss L. White of Berkeley was the guest of Mrs. F. J. Garey of Auburn avenue on Wednesday.

Miss Mary Littell of Highland avenue has gone to Balboa to join Mrs. Robert Wherry and the children.

Mrs. E. N. Emery and son, Roy Emery of Hollywood, spent the week end with Mr. and Mrs. J. A. Patterson.

Mrs. M. W. Copps entertained at tea Tuesday evening Mrs. Elizabeth Borglum, Mrs. Downing of Los Angeles and Miss Danet.

Mr. and Mrs. W. J. Lawless and Mr. George Letteau and family left Tuesday for Avalon, where they will spend the month of August.

Mr. and Mrs. Hutton and Miss Hutton of Glendale, and Mr. and Mrs. Carberry of Indianapolis were guests of Mrs. S. C. Davis on Friday.

Rev. Edgar W. Pasco, pastor of the Union Avenue Methodist Church of Los Angeles is spending a few weeks with his family in Carter's Camp.

Dr. and Mrs. L. L. Krebs have taken the Adams house on Granite Heights avenue, Mrs. Krebs and the children having returned from an outing at Balboa last Saturday.

Dr. and Mrs. George H. Cornell are at Hermosa Beach where they will spend the month of August. There will be no services at the Church of the Ascension during their absence.

The hosts and hostesses were Mr. and Mrs. W. J. Lawless, Mr. and Mrs. Cabot Yerxa, Mr. and Mrs. Ernest Yerxa, Mr. and Mrs. C. W. Jones. Dancing was enjoyed after the conclusion of the games.

A crowd of young people enjoyed a week end outing at the cabin in the Big Santa Anita canyon. The party, which was chaperoned by Miss Blumer, included Misses Janet Stevenson, Dorothy Gresham, Marjorie Benson, Messrs. William Wright, Malcolm Baldridge, John Loomis.

A. N. Adams and J. A. Gilbert are occupying a cosy new office building just erected next door to Hotel Shirley. The office is roomy and well lighted, affording ample desk room in the front. The old office of the Sierra Madre Realty company is attached at the rear and has been converted by Mr. Gilbert into a well arranged drafting room. The need for professional office quarters remains unsatisfied. For the third time within a year a dentist has sought in vain to find a suitable room in which to establish a local office in which to treat patients to the blissful sensations of the dentist's chair.

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## FIRST DUTY.

We should tell ourselves once for all that it is the first duty of the soul to become as happy, complete, independent and great as lies in its power.—Maeterlinck.

## Irving N. Ward

## Nurseries

Mountain Trail and Laurel Phone Blue 29

## Sierra Madre Cemetery

For lots in these beautiful grounds apply to

A. S. Mead, Manager

## Wash Materials

An impressive showing of wash fabrics, Dimities, Voiles, Flaxons, Batistes. 15c to 22c yard.

## Herman R. Hertel

Raymond and Union Pasadena

## ?? WHY NOT ??

d d d d

If you look through a bank account you will see prosperity ahead. A bank account opens the way to all things prosperous. 3 3

Why not open that account TODAY?

d d d d

## First National Bank

Sierra Madre California

MRS. MAUD PEARSON

DRESSMAKING

Hermosa Ave., S. of Mariposa.

Mrs. Tudor has opened a piano studio at Mrs. Craig's residence on East Central, opposite the postoffice. Modern methods. References given.

## OFFICIAL CITY MAPS

Those new city maps just completed by City Engineer Bixby are just what you have been wishing for. They are official and give all recent subdivisions, corrected street names, all lot and block numbers and much other information of value. Printed on cloth, 3x4 feet. For sale at News Printery. Price \$3.

## SIERRA MADRE NEWS

By George B. Morridge.

Published Every Friday  
Subscription Price, \$1.50 per Year.Entered as second class matter at  
the post office at Sierra Madre, California.

FRIDAY, AUGUST 4, 1911

## BY THE WAY

A Pasadena clothing firm advertises  
"suits half off." Which half?Does the fact that the recall is now  
available for cities of the sixth class  
have anything to do with the dearth  
of candidates for the office of marshal?Fear of doing a thing is not nearly  
so shameful as the fear of being  
thought afraid to do it by others. The  
former may be sensible caution, but  
the latter is down right cowardice. It  
is a brave man who gives no heed to  
the taunt, "You're afraid."Sierra Madre has been without a  
marshal for a whole week. In spite  
of which fact there have been no riots,  
murders, holdups, burglaries or dynamite  
plots. Perhaps the city has been  
extravagantly wasting the \$72 annual  
salary of the marshal.Among the funny features of the  
squabble among the Los Angeles  
morning papers is the effort of the  
Otis twins, The Times and the Herald,  
to make it appear that the situation  
with regard to the management  
of the Herald is not different with  
Peard in charge from what it was  
with Gibbon in charge. The difference  
most apparent is that when "the  
General suggests" Peard falls in line,  
but when Gibbon was in charge either  
the General did not "suggest" things  
to him, or found it useless if he did so.  
As a matter of fact Gibbon's control  
was such that he was not subject to  
the Otis recall, and consequently was  
able to conduct the Herald as a really  
independent paper, while Peard is  
hired and can be fired by Otis, and  
conducts the Herald accordingly. All  
of which ought to help the General  
appreciate why the people demand the  
right to fire as well as hire public  
servants.It looks like class legislation to de-  
prive the boys of their Fourth of July  
explosives and permit auto and motor-  
cycle owners to run their machines  
without mufflers. Here's a job for the  
new marshal, for there is really an  
ordinance against the offense.Many people think it queer that a  
printer will not quote a price on a job  
of printing offhand, even though hours  
of work might be required to make a  
detailed estimate of what it will ac-  
tually cost him to produce. Why  
should an exception be made of the  
printer? Will a contractor quote a  
price on the erection of a house from  
new plans? Hardly. And yet many a  
job of printing requires just as com-  
plicated figuring and careful study as

does the erection of a house. Ask an attorney a question about a little point of law and the chances are his reply will be, "I don't know. Couldn't tell without looking that up." Ask a merchant about the price of a single article on his shelves and he may not have to look at the price mark, but ask him what he will sell you a dozen or a gross for and he will first look up his invoice or consult the price current. When estimating becomes "guesstimating" the printer is bound for the rocks.

## COMICS EXCORIATED

In an article in Graphic Arts entitled "Pernicious Illustrations," Henry Turner Bailey scathingly arraigns the daily press "for the low status, both in subject matter and technical handling of the humorous illustrations." Mr. Bailey's article is called "A Resentment Against Prevalent Abasement of Illustration."

Mr. Bailey says he bought five papers the morning of January 1st. The five publications contained a total of twenty-four picture-stories.

An analysis of this list shows that these pictorial stories dealt with the following topics, to the extent indicated by the figures:

Innocently amusing incidents.....	2
An amusing incident with a point worth making with children.....	2
Neglect of duty without serious consequence to the offender, or with profit .....	2
A fling at the marriage relation....	3
Making light of personal reform...	3
Doing the right or speaking the truth with unpleasant consequences to the virtuous .....	4
Some form of successful deception .....	7
Children getting the better of their elders .....	8
Some form of assault or fight.....	12

"And this is the entertainment our 'leading' newspapers offer our children at New Year's!" writes Mr. Bailey. "Unfortunately, it is typical of what the children are offered every day of the year. In ninety-five per cent of all the comic illustrations in the newspapers of our country the outwitting of constituted authority, the successful neglect of duty, the misfortunes of innocence and goodness, the wisdom of trusting to luck and the folly of efforts to reform, are perpetual topics.

"A worse pabulum for young America could hardly be concocted by Satan himself. The combined influences of the home, the public schools, and all the churches together are hardly sufficient to undo the mischief wrought in the minds of children by this never-ceasing flood of hell-broth."

## Majestic

The regular season at the Majestic theater will be inaugurated August 13th, when William A. Brady's company direct from Daly's theater, New York will present "Baby Mine." This is Margaret Mayo's remarkably successful comedy which delighted the theater goers of New York for an entire theatrical year and which is now being played with marked success in London and Berlin, while companies are being organized to produce the play in a number of other continental cities. The "Baby Mine" company will come direct from New York to Los Angeles, making the trans-continental journey without any intermediate stops.

## NOTICE TO CREDITORS

Estate of John Sinclair, deceased.  
Notice is hereby given by the under-  
signed executor of the Estate of John

## Sierra Madre Pharmacy

Drugs Sundries Stationery  
Sodas Pure Candies  
Christopher's Ice Cream

Store open Sundays, 8 to 11 and 2 to 5

Phone: Black 25 Res. Green 88

## Sierra Madre Garage

Now open for business. Auto repairing of all kinds.  
Tires, motors and other parts given expert treatment  
for all ailments, big and little.

## CARS STALLED AND CARED FOR

Gasoline and lubricating oils always on hand. Fittings and supplies kept in stock, and if we have not what you want we will get it for you. Full equipment for general machine work

GREEN 62

E. LA BELLE AVE.

RENAKER & GAY  
*Funeral Directors*

Resident Undertaker Olsen Bldg. Lady Assistant  
Corner Baldwin and Central Phone Main 93  
Auto and Horse Drawn Ambulances

Sinclair deceased, to the Creditors of, and all persons having claims against the said deceased, to exhibit the same with the necessary vouchers, within ten months after the first publication of this notice to the said executor, at his place of business, Room J, Kersting Court, in the City of Sierra Madre, County of Los Angeles, State of California.

Dated this 31st day of July A. D. 1911.

ALBERT S. MEAD,  
Executor of the Estate of John Sin-  
clair, deceased. 44-47

## SUMMONS

In the Recorder's Court of the City of Sierra Madre, County of Los Angeles, State of California.

C. H. Perry, Recorder

FIRST NATIONAL BANK OF SIER-  
RA MADRE, (a corporation), Plain-  
tiff, vs. J. A. MADDEN, Defendant.

## Summons

The people of the State of California  
Send Greeting to J. A. Madden, De-  
fendant.

You are hereby required to appear in  
an action brought against you by the

above-named plaintiff in the Re-  
corder's Court of the City of Sierra  
Madre, Los Angeles County, State of  
California, and to answer before the  
Recorder at his office, Room J, Ker-  
sting Court, in said City, the Complaint  
filed therein, within five days (exclu-  
sive of the day of service) after the  
service upon you of this Summons, if  
served within the City in which this  
action is brought; or, if served out of  
said City but within said County, with-  
in ten days, or within twenty days if  
served elsewhere. And you are hereby  
notified that unless you so appear and  
answer said complaint, as above re-  
quired, said plaintiff will cause your  
default to be entered and take judg-  
ment for any money or damages de-  
manded in the complaint, as arising  
upon contract, or will apply to the  
Court for the relief demanded in the  
complaint, together with the costs of  
suit.

Given under my hand this 3rd day  
of June, 1911.

C. H. PERRY,  
City Recorder.  
H. F. BRIDGES,  
Attorney for Plaintiff.

## Some Statements Worthy of Careful Consideration by the Home Builder

### Advantages of the Sierra Madre Park Tract No. 1

**CLOSE IN.** This tract is located just one block from the intersection of Central and Baldwin Avenues. This makes it very convenient to stores, postoffice, etc., and every house-keeper knows how much more satisfactory it is to do her own marketing rather than leave the matter to delivery clerks. The closeness to cars should also appeal to commuters. Of course there are some who get up early enough to walk half a mile in the mornings before their car leaves and who come home at night so refreshed that they appreciate a half mile climb up 10 per cent grade as an appetizer for dinner, but the average commuter is not so constituted. After standing up in the slow evening car for over an hour, he much prefers walking only a block or two down the hill than all the combined inspiration and perspiration of hill climbing. It is to this man that we offer the Sierra Madre Park Tract. Remember that the close-in property always advances quickest in value.

**A. S. MEAD, Real Estate, Loans, Insurance**

### Advantages of the Sierra Madre Park Tract No. 4

**CHARACTER OF IMPROVEMENTS**—The most frequent and justifiable complaint made against Sierra Madre by strangers is the great number of shacks scattered about. Now there are shacks and shacks, and the very fact that a place is small does not necessarily argue against it. But it is an easily proven fact that the poorest kept places as regards the condition of building and yards are the little places that were built in such numbers four or five years ago. These have gone to pieces and are now an eyesore and in many cases a positive menace to health. More than one man has sold out at a sacrifice and left Sierra Madre in disgust because someone erected a little shack alongside or across the street from his beautiful home. The purchasing public is getting wise and today 90 per cent of the improvements going up in Sierra Madre are in the restricted districts. Owing to building restrictions, shacks in the Sierra Madre Park Tract are impossible and with our adjoining Hawks' Addition and Valley View Tracts, with their restrictions, the danger of any shacks in that part of town has been reduced to a minimum. Buy where your property cannot be injured by your neighbors.

**A. S. MEAD, Real Estate, Loans, Insurance**

### Advantages of the Sierra Madre Park Tract No. 2

**CHARACTER OF SOIL**—The soil of Sierra Madre varies from the thin, rocky soil near the mountains, to a deep, rich, loamy land in the south end of town. Everyone to his taste, If you want to develop your muscle and patience and spend money on fertilizers, try lawns and flowers on some of the upper stretches. You certainly get your money's worth when it comes to putting in long time for little returns. After you have about given up in despair, let us show you places in the southeast section of town where in two years people have turned bare land into veritable flower gardens, with  $\frac{1}{4}$  the effort of our friend on the hill. If you enjoy flowers, grass, a nice garden and fruits, the Sierra Madre Park Tract has the soil to produce these things.

**A. S. MEAD, Real Estate, Loans, Insurance**

### Advantages of the Sierra Madre Park Tract No. 5

**SIZE OF LOTS**—The average Sierra Madre lot is 50x150 ft. The average back yard contains about one-fourth garden, one-fourth chicken pens, and the balance in weeds. Large lots are alright for farmers or those who can afford to hire a gardener. But why buy land on which to raise only weeds. The Sierra Madre Park Tract lots are 54x117 and are laid off to prevent weed patches. This is as much as an average man will keep clean and it is very evident that a tract of well kept places is preferable to an ill-kept neighborhood. These lots have the width for lawns and walks instead of depth for weeds or other offensive occupants which your neighbors might harbor. The value of a home lot is determined less by its size than by its surroundings

**A. S. MEAD, Real Estate, Loans, Insurance**

### Advantages of the Sierra Madre Park Tract No. 3

**VIEWS**—The distinctive charm of Sierra Madre is its beautiful scenery. Other foothill towns have our advantages of climate, soil, water, etc., but not one of them can offer such a panorama of mountains and valley as we find here. It is our best asset. Hence the more view you can get from any particular point, the more valuable that place must become. From the highest points of town, one gets a magnificent view of the valley. From the south end you get an equally fine view of the mountains and canyons. In comparatively few places do you get an equally splendid view of both valley and mountains. The Sierra Madre Park Tract is so located as to command one of the finest of these doubleheader outlooks. If you are looking for a magnificent view why not locate where you can get twice as much for your money?

**A. S. MEAD, Real Estate, Loans, Insurance**

### Advantages of the Sierra Madre Park Tract No. 6

**BUILDING ARRANGEMENTS**: As advertised several weeks ago we have made arrangements with a local builder by the terms of which he will furnish the money and erect you a house at cost. You can then pay for it by the month. This makes it possible for the man with little capital to own his home, paying for it as he now pays rent. At the same time he saves from 5 to 10 per cent on cost of construction and pays only 7 per cent interest instead of the 10 to 20 per cent of the building and loan companies. This is undoubtedly the most satisfactory building plan ever offered in Sierra Madre and we will be pleased to have you come to us for further information concerning it.

**A. S. MEAD, Real Estate, Loans, Insurance**

## CLASSIFIED COLUMN

Advertising inserted under this heading at the rate of five cents per line for each insertion.

## FOR SALE FOR RENT

FOR RENT—Cottage, cor. Highland and Adams, well furnished, with large screen sleeping porch, \$37.50; also 4-room furnished cottage on Hotel St., with bath, \$15. Call up Blue 35. 43

FOR SALE—8-months old Jersey calf, in good condition and very gentle. Finer stock cannot be found. Have no place to keep her and will take less than actual cost to raise. If you want something unusually good you must act quick. Call Blue 21. 44

FOR SALE—Fine Satsuma plums. Apply to Preston Schwartz, Ramona Ave., near Lima St.

## WANTED

WANTED—Irrigating or general repair work, by day or hour. Phone Blue 82. 47\*

## LOST—FOUND—STRAYED

LOST—Brass rimmed glass door to automobile lamp. Finder please return to News office.

## TWYCROSS SPECIAL DELIVERY

## Trunks

taken to or from Santa Fe or Pacific Electric Stations for 25c When you are expecting any

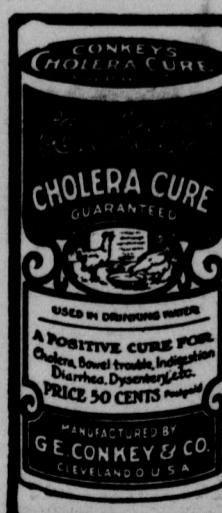
## Express or Freight

send us a posta or call up

Green 2 or Residence Block 11

We will watch for it and deliver it promptly.

Office opposite Post Office



## CONKEY'S CHOLERA CURE

A fowl will die of cholera quickly, and the dread disease will spread with great rapidity to the rest of the flock. High fever causes burning thirst and loss of appetite. CONKEY'S CHOLERA CURE is the only remedy given in the drinking water. It is tasteless and wonderfully cooling to the inflamed membranes. Reduces fever and kills germs. For cholera, indigestion, bowel trouble, dysentery, constipation, etc., it has no equal. Cures old or young birds. One 50c pkg. makes gallons of medicine. Try it.

## Sierra Madre Feed and Fuel Company

## PUBLIC LIBRARY

Located on West Central Avenue. Open every week-day afternoon and Monday and Thursday evenings. Mrs. F. B. Wheatly, Librarian. Municipal Library Board: George B. Morgridge, Chairman; Mrs. E. T. Pierce, H. J. Potter, W. S. Andrews, J. A. Osgood.

## VIENNA DEATH NOTICES.

They Read Like an Extract From a Family History.

"Don't die in Vienna. You'll be sorry if you do," writes an American on his first visit to that city, "not because of the usual objections, but on account of the death notices in the papers. They appear flanked by all sorts of ads. and range in size according to the desire for notice on the part of the family of the late lamented. Every possible title is mentioned, and the name of every member of the family goes to make up the notice. A death announcement black bordered and covering half a page of the paper is nothing unusual. Here is a sample:

"Bruno Weiss, purveyor of lubricating oil to his imperial and royal majesty, and his wife, Amalie—born Horsitzky—in their own and in the names of their children—Hans, Otto, Minna, Laura and Hilde—and their sons-in-law, Military Surgeon Dr. Lois Krobinsky and Architect Oskar Jellinek; their daughters-in-law, Louise, born Lederman, and Marie, born Anspacker, as also in the names of their grandchildren—here follows a long string of names—and their mother and mother-in-law, Frau Ernestine Winkler, relict of Commercial Councilor Anton Winkler, announce to their friends the entrance into eternal rest, after a long and severe illness, of their dearly beloved son, Arthur, in the twenty-sixth year of his age."

"This is correct except as to the names."—New York Tribune.

## He Was Just Thinking.

"Mary," said a man to his spouse, who was gifted with a rapidly moving tongue, "did you ever hear the story of the precious gems?"

"No," she replied. "What is it?" "It's a fairy legend that my grandmother told me when I was a boy," the husband continued. "It was about a woman from whose lips fell a diamond or a ruby at every word she spoke."

"Well?" said his wife as he pause.

"That's all there is of it, my dear," he replied. "But I was just thinking if such things happened nowadays I could make my fortune as a jeweler."

## Love of Trees.

We find our most soothing companionship in trees among which we have lived, some of which we ourselves may have planted. We lean against them, and they never betray our trust, they shield us from the sun and from the rain, their spring welcome is a new birth which never loses its freshness, they lay their beautiful robes at our feet in autumn; in winter they stand and wait, emblems of patience and of truth, for they hide nothing, not even the little leaf buds which hint to us of hope, the last element in their triple symbolism.—Dr. O. W. Holmes.

## Above the Vulgar Gaze.

Until 1870 it was against the law and sacred custom for any subject to look at the emperor of Japan. His political advisers and attendants saw only his back. When he first left the palace the shutters of all the houses had to be drawn, and no one was permitted in the streets. Even today, when the emperor has the privilege of driving through the streets like one of his subjects, it is not considered quite proper to cast a glance at him.

## Boiling Alive.

The last instance of boiling to death took place in Persia in 1890. The offender was guilty of stealing state revenues and was put into a large caldron of cold water, which was slowly heated to the boiling point. His bones were distributed as a warning among the provincial tax collectors.

## Jevne's Whole Wheat and Graham Bread

Are now being made from the famous Ralston Whole Wheat and Graham flours—and, if possible, they are improved over their previous exceptional quality. These flours are milled in Topeka, Kansas, most select Kansas hard wheat, and are recognized everywhere as the highest qualities of these kinds of flours on the market. Ask for

JEVNE'S BREAD ROLLS CAKES BUTTER

## Sierra Madre Dept. Store

S. R. NORRIS, Proprietor

## TRY NEWS WANT ADS FOR RESULTS

"Greatest Electric Railway System in the World"

## THE PACIFIC ELECTRIC RAILWAY

## THERE IS ONLY ONE WAY

To Reach the Principal Cities and Towns, Mountain and Seashore Resorts of Southern California

Information and literature regarding the great Mt. Lowe trip, beach resorts and other points of local interest from local agents, or Passenger Dept., Room 296 Pacific Electric Bldg., Los Angeles, Cal

## REDUCED FARES EAST

## AND RETURN

## SOME SALE DATES

Aug. 14, 15, 16, 17, 21, 22, 23, 28, 29, 30.  
Sept. 1, 2, 3, 4, 6, 7.

## SOME FARES

New York	\$108.50	St. Paul	-	\$73.50
Chicago	72.50	Omaha	-	60.00
St. Louis	70.00	Kansas City	-	60.00
Memphis	70.00	Dallas	-	60.00
New Orleans	70.00	Houston	-	60.00
Minneapolis	73.50	Denver	-	55.00

## FINAL LIMIT OCTOBER 31

## LIBERAL STOPOVERS

## CHOICE OF ROUTES

## ADDITIONAL DATES, FARES, ETC.

## Southern Pacific

148 East Colorado St. Pasadena, California  
Trans-Atlantic and Trans-Pacific Steamship  
Tickets to all parts of the world.

F. S. McGINNIS, Com'l. Agent H. P. MONAHAN, Agent  
Home 211 Main 22

## LIVE OAK DAIRY

We are here to stay. Our motto is to please. Milk and Cream delivered twice a day to all parts of the city

M. STEVENS, Proprietor  
Phone Blue 27

HOUSE  
SICN  
CARRIAGE  
AUTO  
and every  
other kind of

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Workshop next to Postoffice  
J. D. TUCKER, Phone Green 80  
Established in Sierra Madre in 1888



Charming, eh?

We mean the Refrigerator. It's a sanitary one; but that's only one attraction in our stock of

## Elegant Furniture

Every necessity for every room in the house and in many styles to choose from. Our prices were made to suit the times. Take a look at our splendid assortment. You'll be delighted.

## Joseph J. Bergien

Furniture and Furnishings  
West Central Phone Blue 68

\$10 worth of Bank Credit Checks given free to any one bringing in a new subscription to the News, paid up one year in advance.

Printer's ink properly applied—at the News Printery.

## Heart to Heart Talks.

By EDWIN A. NYE.

## THE PLAY OF CHILDREN.

Said a mother: "I am afraid all our children play too much. They get too much pleasure. When they grow up they will not want to work."

What a mistake!

Play is work. The joy of it disguises the fact that it is work—usually hard work. And the truth is the child that plays with the most zest is apt to work with the most zeal.

Play is joyous activity.

It makes muscle. Better than all the gymnastic exercises you force upon the child is the natural activity of healthful play. Play is the expression of the body in joy.

Play strengthens the brain. In all active games the child must think quickly. It must choose, decide, weigh things instantly, make up its mind what to do.

Play develops the emotions. Watch the children at their games. See hope, fear, courage, patience and self control chase themselves over their bright faces.

Well, then—

How shall you better develop the child's body, mind and spirit?

One of the great students of the child mind has wisely observed that children are young because they play rather than that they play because they are young. The child that does not play is old—prematurely old.

And men and women also grow old when they stop playing.

Watch men at play—at a ball game, say. Watch women at play—at a party or a church festival. Note how young their faces appear.

We Americans do not play enough.

One of the most beautiful things you will see in Germany or in France is a family picnic. From granny down to the smallest mite they rest and play—play as the spirit moves them—let dull care slip away for a day.

And these family excursions are frequent.

We need to hold on to the adage, seldom heard nowadays, but a sound one. "All work and no play makes Jack a dull boy."

Play useless and unfit?

Why, it is the greatest boon humanity is blessed with, and it is a pity we do not carry over into our work the zest and buoyancy of children's play. As a matter of fact, the best work is done in that spirit.

Urge the children to play.

Soon enough will come the evil days when they shall fall into the plodding, joyless labors of so many adult humans.

## His Complete Triumph.

"Uncle Rastus, I thought they had sent you to jail again on the usual charge."

"No, suh; I's vindicated dis time. De judge couldn't quite make up his mind, an' he turned me loose an' said I mustn't do it again."—Chicago Tribune.

## An Uphill Job.

Fogg—Don't you wish you could live your life over again? Fogg—Well, I should say not! I've got a twenty year endowment policy maturing this month.—Boston Transcript.

When you have chosen your path, follow it and do not weakly try to reconcile yourself with the world.—Emerson.

## "GROW OLD ALONG WITH ME"

By JAMES M. CAMPBELL

A new book by a Sierra Madre author. Just published by the Fleming H. Revell Co. Cloth, gilt top, \$1.25

THE art of growing old gracefully has never been presented in a more sympathetic way than by the author of this delightful book. The title, taken from Browning's *Rabbi Ben Ezra*, springs from a common desire on the part of men and women to know how others look at life when the crest of the hill has been reached and the downward journey begun. Dr. Campbell's modern presentation of the subject is certain to awake a responsive chord in thousands who are beginning to taste "the last of life for which the rest was made."—Pub's. Announcement

## Do you want a home?

I am prepared to furnish you a lot, draw your plans and specifications, and build your house on almost any terms.

If you wish to sell, it will pay you to see me and list your property with me.

J. A. Gilbert

## WHAT WE DO

Manufacture Auto Tops, Cushions, Seat Covers, all kinds of Springs. Rebuild Wheels, Remodel Bodies. Painting. Forging of all kinds

## Collins' Auto and Carriage Works

Both Phones 303

42-44 Holly St.

Pasadena

## Quick Death to Hen Lice and Mites

Hen lice, chicken lice, and mites, cost the poultryman more money than all the other items of poultry expense combined. They are responsible for more disease and more poor egg records than all other causes together. They infest brooders and roosting places, and multiply by tens of thousands a week. But they can be positively exterminated at a mighty small cost compared to the saving.

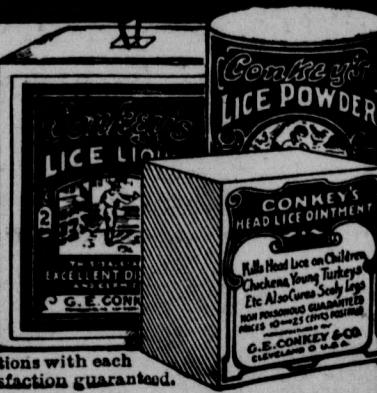
## CONKEY'S INVINCIBLE TRIO

Lice Powder, Lice Liquid and Lice Ointment—does the work. Conkey's Lice Powder will kill all body lice. An unequalled disinfectant and a positive germicide. 25c; 50c; \$1.00.

Conkey's Lice Liquid is a positive death dealer to mites and lice. A germicide and preventive. Penetrates crevices where powder will not. Harmless to fowls of any age. Qt. 35c; Gal. \$1.00.

Conkey's Head Lice Ointment is the only positive exterminator on the market for the parasites that pester little chicks and cause them to droop and die. 10c and 25c.

These wonderful remedies sold in quantities to suit purchaser. Complete directions with each package. Used by thousands of poultrymen throughout the United States. Satisfaction guaranteed.



Sierra Madre Feed and Fuel Company

